PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE

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TO: V. Buccellato DATE: October 4, 1983

FROM: R. Stirlen

SUBJECT: NOTES ON MERIT BUDGET SUMMARIES

Attached please find two copies of a Merit 1984 Promotional Budget summary.

The first, dated October 3 and marked FYI only, compares the original figures presented to you in August by Cathy and me with those same figures as revised by Finance and Fitz. They reflect the state of affairs as of last Monday a.m.

The second memo, dated October 4, compares the same original figures with revised figures obtained by redefining the parameters of the A-1 and two-pack incentive programs. Per a directive from Fitz, the following basic changes were made in these programs:

- Standard costs were developed for all displays and posters.
- The quantity of A-1 mini-bins was increased from 2,500 to 5,000 with an increase in incentives required of 50,000 ($55,000).
- The 45,000 two-pack floor bins were replaced by two new displays - 70,000 40 deal units and 17,000 80 deal floor units. This change increased the number of incentive required by 1,910,000 ($1,375,200). It also increased the display payment by $160,000.

I hope these summaries are clear. If you would like any additional comparisons or have any questions, please call.

RS/ra

cc: C. Gillis

Rick

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Source: https://www.industrydocuments.ucsf.edu/docs/kmfn0004